

**Bachelor Komunikasi dengan
Kepujian**

***Bachelor of Communication with
Honours***

SKEMA PENGAJIAN/ STUDY SCHEME (MAJOR KOMUNIKASI KORPORAT/ CORPORATE COMMUNICATION)TAHUN 1/ 1ST YEARSEMESTER 1/ 1ST SEMESTER

| KOD KURSUS/ COURSE CODE | NAMA KURSUS/ COURSE NAME | Kr | K | AT |
|----------------------------|--|-----------|-----------|----------|
| BBM3401 | Bahasa Melayu Tinggi/ <i>Advanced Malay Language</i> | 3 | 2 | 1 |
| KOB3201 | Pengenalan Komunikasi Massa/ <i>Introduction to Mass Communication</i> | 3 | 3 | 0 |
| KOM3403 | Pengucapan Awam/ <i>Public Oration</i> | 3 | 3 | 0 |
| KOM3207 | Pengenalan Teori Komunikasi/ <i>Introduction to Communication Theory</i> | 3 | 3 | 0 |
| LPE2301 | <i>Academic Interaction and Presentation</i> | 3 | 2 | 1 |
| | Elektif 1/ <i>Elective 1</i> | 3 | | |
| QKK2101 | Bakti Siswa | 1 | 0 | 1 |
| | JUMLAH/ TOTAL | 19 | 13 | 3 |

SEMESTER 2/ 2ND SEMESTER

| KOD KURSUS/ COURSE CODE | NAMA KURSUS/ COURSE NAME | Kr | K | AT |
|----------------------------|---|-----------|-----------|----------|
| KOC3301 | Pengenalan Komunikasi Korporat/ <i>Introduction to Corporate Communication</i> | 3 | 3 | 0 |
| KOM3404 | Komputer dalam Komunikasi/ <i>Computer in Communication</i> | 3 | 2 | 1 |
| KOC3402 | Asas Strasegi Komunikasi/ <i>Basic Communication Strategies</i> | 3 | 3 | 0 |
| LPE2501 | <i>Academic Writing</i> | 3 | 2 | 1 |
| PRT2009 | Pertanian dan Kehidupan/ <i>Agriculture and Life</i> | 2 | 1 | 1 |
| SKP3122* | Penghayatan Etika dan Peradaban/ <i>Internalization of Ethics and Civilization</i> | 2 | 2 | 0 |
| SKP3112* | Falsafah dan Isu Semasa/ <i>Philosophy and Current Issues</i> | 2 | 2 | 0 |
| | JUMLAH/ TOTAL | 18 | 15 | 3 |

TAHUN 2/ 2ND YEARSEMESTER 1/ 1ST SEMESTER

| KOD KURSUS/ COURSE CODE | NAMA KURSUS/ COURSE NAME | Kr | K | AT |
|----------------------------|--|-----------|-----------|----------|
| KOC3232 | Teori Komunikasi Keorganisasian/ <i>Organizational Communication Theory</i> | 3 | 3 | 0 |
| SKP2101 | Kenegaraan Malaysia/ <i>Malaysian Nationhood</i> | 3 | 3 | 0 |
| KOH3333 | Komunikasi untuk Perubahan/ <i>Communication for Change</i> | 3 | 3 | 0 |
| KOC3466 | Penulisan Korporat/ <i>Corporate Writing</i> | 3 | 3 | 0 |
| KOM3431 | Kaedah Penyelidikan Komunikasi/ <i>Communication Research Method</i> | 3 | 2 | 1 |
| KOM3305 | Media, Teknologi dan Masyarakat/ <i>Media, Technology and Society</i> | 3 | 3 | 0 |
| | Kokurikulum/ <i>Co-curriculum</i> | 1 | 0 | 1 |
| | JUMLAH/ TOTAL | 19 | 17 | 2 |

SEMESTER 2/ 2ND SEMESTER

| KOD KURSUS/ COURSE CODE | NAMA KURSUS/ COURSE NAME | Kr | K | AT |
|----------------------------|---|-----------|-----------|----------|
| KOC3431 | Strategi Perhubungan Awam/ <i>Public Relation Strategies</i> | 3 | 2 | 1 |
| KOH3363 | Komunikasi dan Perundingan/ <i>Communication and Negotiation</i> | 3 | 3 | 0 |
| KOC3433 | Kemahiran Komunikasi Keorganisasian/ <i>Organisational Communication Skills</i> | 3 | 3 | 0 |
| KOC4362 | Pengurusan Krisis Organisasi/ <i>Organizational Crisis Management</i> | 3 | 3 | 0 |
| KOM3432 | Kaedah Penyelidikan Kualitatif Dalam Komunikasi/ <i>Qualitative Research Methods in Communication</i> | 3 | 2 | 1 |
| KOM3405 | Komunikasi Warisan/ <i>Heritage Communication</i> | 3 | 3 | 0 |
| | JUMLAH/ TOTAL | 18 | 16 | 2 |

TAHUN 3/ 3RD YEAR

SEMESTER 1/ 1ST SEMESTER

| KOD KURSUS/ COURSE CODE | NAMA KURSUS/ COURSE NAME | Kr | K | A/T |
|----------------------------|--|-----------|-----------|----------|
| KOM4959A | Disertasi Bacelor/ <i>Bachelor Dissertation</i> | 3 | 0 | 3 |
| KOC3203 | Asas Pengiklanan/ <i>Basic Advertising</i> | 3 | 3 | 0 |
| KOC3436 | Amalan Dan Etika Komunikasi Kewangan/ <i>Practice And Ethics Of Financial Communication</i> | 3 | 3 | 0 |
| KOC4201 | Pengurusan Reputasi/ <i>Reputation Management</i> | 3 | 3 | 0 |
| KOM3364 | Komunikasi Kepimpinan/ <i>Leadership Communication</i> | 3 | 3 | 0 |
| KOC4443 | Kempen Perhubungan Awam/ <i>Public Relations Campaign</i> | 3 | 2 | 1 |
| JUMLAH/ TOTAL | | 18 | 14 | 4 |

SEMESTER 2/ 2ND SEMESTER

| KOD KURSUS/ COURSE CODE | NAMA KURSUS/ COURSE NAME | Kr | K | A/T |
|----------------------------|---|-----------|---|-----|
| KOM4959B | Disertasi Bacelor/ <i>Bachelor Dissertation</i> | 3 | 0 | 3 |
| KOJ4466 | Penulisan Rencana/ <i>Feature Writing</i> | 3 | 2 | 1 |
| KOM4361 | Etika Komunikasi/ <i>Communication Ethics</i> | 3 | 3 | 0 |
| | Elektif 2 / <i>Elective 2</i> | 3 | | |
| | Elektif 3 / <i>Elective 3</i> | 3 | | |
| | Elektif 4 / <i>Elective 4</i> | 3 | | |
| JUMLAH/ TOTAL | | 18 | | |

TAHUN 4/ 4TH YEAR

SEMESTER 1/ 1ST SEMESTER

| KOD KURSUS/ COURSE CODE | NAMA KURSUS/ COURSE NAME | Kr | K | A/T |
|----------------------------|--|-----------|----------|-----------|
| KOM4903 | Latihan Industri/ <i>Industrial Training</i> | 12 | 0 | 12 |
| JUMLAH/ TOTAL | | 12 | 0 | 12 |